



# The Official Citizens Business Bank Arena Grand Opening Publications

## ADVERTISING RATES

All prices include full color.

**Ad Deadline:** Friday, August 29, 2008

**Full Market Magazine Publishes:** Sunday, October 12, 2008

**Glossy Magazine Publishes:** Monday, October 13, 2008

**Both sections will be online for 1 year.**

### Full Market Magazine

203,000 Circulation  
70# gloss book/  
32# hi-brite

Back Cover	\$ 3,500
Inside Back	\$ 3,000
Inside Front	\$ 3,000
Inside Gloss	\$ 2,500
Full Page	\$ 2,000
1/2 Page	\$ 1,200
1/4 Page	\$ 650

### Glossy Magazine

30,000 Circulation  
9pt cover stock/  
50# gloss

Full Page	\$ 2,500
1/2 Page	\$ 1,500
1/4 Page	\$ 800

### Arena Packages

Buy a full page in each publication and receive a **25%** discount, half page **15%**, quarter page **10%**.

### Headliner Package

2 full pages in Glossy Magazine (1 premium position, 1 inside page).  
1 glossy page in Full Market Magazine.  
Corner peel back ad on the Power of 6 web sites.\*\*  
Receive a hardbound edition of the magazine.  
**\$ 8,500**

### Center Stage Package

2 full pages in Glossy Magazine.  
1 full glossy page in the Full Market Magazine.  
Corner peel back ad on the Power of 6 web sites.\*\*  
Receive a hardbound edition of the magazine.  
**\$ 7,500**

\*Premium positions include cover, pages 3, 5 & 7 and fixed position requests. \*\*Power of 6 includes: the Inland Valley Daily Bulletin, The Sun, Redlands Daily Facts, San Gabriel Valley Tribune, Pasadena Star News and Whittier Daily News.

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